

WHAT IS CLAIMED IS:

- Sub B37
- 5 1. A data processing apparatus for providing supplemental broadcast information, comprising:
 - a CPU;
 - a storage device operatively connected to said CPU;
 - an apparatus, adapted for communicating with said CPU, for receiving a request from a caller over a
 - 10 telephone network for supplemental information related to a broadcast television program and for relaying the request to said CPU; and
 - said storage device storing a program, adapted to be executed by said CPU, for processing the request for
 - 15 supplemental information and for transmitting the requested supplemental information through said apparatus.
 - 20 2. The apparatus according to Claim 1, wherein the supplemental information comprises audio information recorded on a recording medium.
 - 25 3. The apparatus according to Claim 2, wherein said information recorded on the recording medium comprises supplemental dialogue for a character within the broadcast television program.
 - 30 4. The apparatus according to Claim 3, wherein a playback of said supplemental dialogue does not overlap dialogue spoken by any character within the broadcast television program.
 - 35 5. The apparatus according to Claim 2, wherein said storage device contains a database to store the supplemental information, and said program stored within said storage device is further adapted to perform maintenance related to said database.

6. The apparatus according to Claim 1, wherein the supplemental information comprises live audio information.

5 7. The apparatus according to Claim 1, wherein said apparatus comprises an IVRU including a plurality of voice messages, and wherein said voice messages are used to communicate to, and obtain information from, the caller.

10 8. The apparatus according to Claim 1, wherein the request for supplemental information includes providing selection information and synchronization information.

15 9. The apparatus according to Claim 8, wherein the synchronization information comprises a time-code; and said program is further adapted to update said time-code at predetermined intervals, and to use said time-code to synchronize the supplemental information to an audio component of the broadcast television program.

20 10. A method for providing supplemental information synchronized to a broadcast television program using a CPU, and a storage device operatively connected to the CPU and containing a program adapted to be executed by the CPU for processing a request for supplemental information, and an apparatus adapted for communicating with the CPU, said method comprising the steps of:

25 receiving the request for supplemental information from a caller via the apparatus;

30 receiving selection information from the caller via the apparatus;

processing the selection information by having the CPU execute the program;

35 receiving synchronization information ;
synchronizing the requested information with to an audio component of the broadcast television program using the synchronization information;

communicating the requested information via the apparatus.

5 11. The method according to Claim 10, further comprising the step of updating a database within the storage device indicating that the requested supplemental information has been communicated in said communicating step.

10 12. The method according to Claim 10, further comprising the step of requesting payment for the communicated supplemental information.

13. A method for providing entertainment, comprising:
receiving a request from a requestor for supplemental information relating to a television program being broadcast at the time of the request;
processing the request for supplemental information;
transmitting the requested supplemental information to the requestor at times when an audio component of the television program and the transmission of the requested supplemental information do not conflict with each other.

14. Computer executable process steps, stored on a computer readable medium, for processing requests for supplemental information related to a broadcast television program, comprising:

a step to receive a supplemental information request via a telephone network interface;

a step to receive selection information;

a step to process the selection information;

a step to retrieve the requested supplemental information;

a step to synchronize the requested supplemental information to an audio component of the broadcast television program; and

a step to output the synchronized requested supplemental information.

15. The computer executable process according to Claim 14, further comprising the step of receiving synchronization information related to the broadcast television program.

16. A system, comprising:

means for broadcasting a television program including an audio component and a video component;

at least one supplemental component for said broadcast television program;

a data processing apparatus including a CPU and a storage device operatively connected to said CPU, said storage device also containing a program, adapted to be executed by said CPU, for receiving a request for said supplemental component, processing the request for said supplemental component, and providing a playback of the requested supplemental component which is time synchronized to said audio component of said broadcast television program.

17. The apparatus according to Claim 16, wherein the broadcast television program is selected from the group consisting of a live broadcast and a prerecorded broadcast.

18. The apparatus according to Claim 16, wherein the playback of the requested supplemental information is transmitted via a telephone network interface.

19. The apparatus according to Claim 16, wherein said video component of said broadcast television program contains synchronization information and selection information.

20. The apparatus according to Claim 19, wherein the program is further adapted to receive and process said synchronization information.

21. The apparatus according to Claim 16, wherein the program is further adapted to receive the request for said supplemental component from a telephone network interface.

22. A method for providing entertainment using a data processing apparatus including a CPU and a storage device operatively connected to the CPU and containing a program adapted to be executed by the CPU for processing a request for supplemental information and providing a playback of the requested supplemental information, said method comprising the steps of:

broadcasting a television program including an audio component and a video component;

receiving a request for the supplemental information related to the television program, where the request includes synchronization information;

processing the request for the supplemental information by having the CPU in the data processing apparatus execute the program;

synchronizing the requested supplemental information to the audio component of the television program using the synchronization information; and

transmitting the requested supplemental information.

23. The method according to Claim 22, wherein the requested supplemental information is live audio information.

24. The method according to Claim 22, wherein the requested supplemental information is prerecorded on a recording medium.

25. The method according to Claim 22, further comprising the step of recording on a recording medium the supplemental information.

26. A method for providing visual and audio

entertainment, comprising the steps of:

broadcasting a television program including an audio component and a video component;

receiving a request from a requestor for supplemental information related to the television program;

processing the request for the supplemental information;

transmitting the requested supplemental information to the requestor at times when the audio component of the television program and the playback of the requested supplemental information do not conflict.

27. The method according to Claim 26, further comprising the step of updating a database indicating that the requested supplemental information has been transmitted in said transmitted step.

28. The method according to Claim 26, wherein the broadcasting step further comprises broadcasting ordering information for the supplemental information.

29. The method according to Claim 26, wherein the broadcasting step further comprises broadcasting synchronization information related to the television program.

30. A method according to Claim 29, wherein the step of broadcasting the synchronization information further comprises broadcasting a time-code that is updated at predetermined intervals and which is used to synchronize the supplemental information to the television program broadcast in said transmitting step.

31. The method according to Claim 29, wherein the step of receiving the request for the supplemental information includes receiving the synchronization information from the requestor.

32. A method of receiving supplemental information related to a broadcast television program including an audio component and an video component, comprising the steps of:

viewing the broadcast television program;
receiving ordering information for the supplemental information from the broadcast television program;
requesting the supplemental information in accordance with the ordering information;
providing selection information;
receiving the selected supplemental information during the broadcast television program.

33. A method according to Claim 32, wherein the step of receiving ordering information comprises receiving program identification information, a telephone number used for ordering the supplemental information, and synchronization information related to the broadcast television program.

34. A method according to Claim 32, further including the step of paying for the supplemental information.

35. A method according to Claim 34, wherein the step of paying for the supplemental information is accomplished by a credit card transaction.

36. A method according to Claim 34, wherein said step of paying for the supplemental information is performed through a telephone bill.

37. A method for requesting supplemental information related to at least one character within a broadcast television program including an audio component and an video component, comprising the steps of:

viewing the broadcast television program;
requesting supplemental information for the

character within the broadcast television program; and
receiving the requested supplemental information for
the character synchronized with the audio component of
the broadcast television program.

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38. A method for preparing supplemental information
related to at least one character featured on a broadcast
television program, said method comprising the steps of:

10 writing dialogue, not broadcast with the television
program, for the character featured on the broadcast
television program;

recording the additional dialogue on a recording
medium;

15 editing the additional dialogue recorded in said
recording step such that the audio component of the
broadcast television program and the edited additional
dialogue do not conflict with each other when listened to
simultaneously.

20 39. An article, comprising:

a recording medium having recorded thereon a video
component and an audio component for transmission to and
display on at least one display device; and

25 synchronization information recorded on said
recording medium for transmission to and display on at
least one display device, said synchronization
information adapted to synchronize supplemental audio
information not recorded on said recording medium to said
audio component.

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40. A signal containing information for requesting
supplemental audio information relating to program
information conveyed by the signal, the supplemental
audio information not being part of the program
information, comprising:

35 a program including a video signal component and an
audio signal component for transmission to at least one
display device; and

service information included as part of said video
signal component, said service information including a
multi-digit code for identifying said program, a
telephone number to be dialed for requesting the
supplemental audio information and synchronization
information for synchronizing the supplemental audio
information with the said audio signal component of said
program,

wherein said synchronization information is updated
at a predetermined interval.

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